

# Visit South Walton

## Logo Research Study

### **PRELIMINARY REPORT 7.27.2014**

The survey is available for local residents to take through 7.31.14. The final report will be prepared after that date.

# Study Objective

Test six logo options and four fonts for South Walton among visitors, potential visitors, and local residents of South Walton

# Study Methodology

- Visitors were surveyed via on-beach interviews and an internet survey
- Potential visitors and local residents were interviewed via internet surveys
- A total of 955 surveys have been completed
  - Visitors 360
  - Potential visitors 325
  - Local residents 270
- Potential visitors were screened accordingly:
  - Vacation decision maker within household
  - Household income \$100,000+
  - Taken a beach vacation in the past year
  - Live in 1 of top 20 origin cities for South Walton

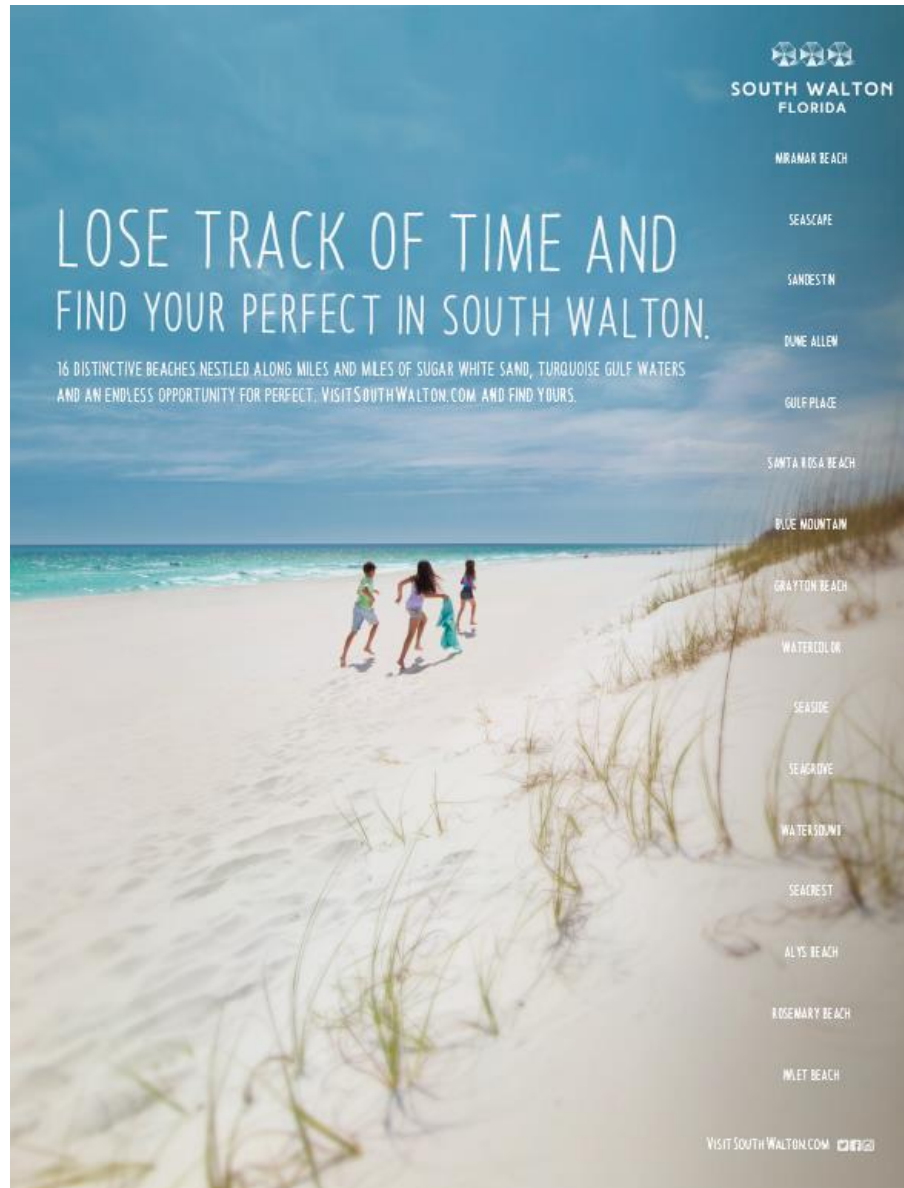
# Logos tested in the study



# Isolated fonts tested in the study



# Logos tested in an ad<sup>1</sup>



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<sup>1</sup>Each of the logos on the following page was tested in the ad shown on this page.

# Logos tested in an ad



# Conclusions



- This logo scored well in terms of legibility, in isolation, on merchandise, and in terms of capturing the essence of South Walton.
- This logo scored high among all 3 segments: visitors, potential visitors, and local residents.
- The font in this logo, when tested in isolation, also scored well.

# Conclusions & Recommendations



**SOUTH WALTON**  
**FLORIDA**

- Buoyed by high scores among local residents, this logo ranked second overall. Yet, it scored low among visitors, potential visitors, and local residents when shown on merchandise.
- The darker font color on this logo appeared to increase its scores among visitors and potential visitors.

# Conclusions & Recommendations



- When shown in white font on an advertisement, this logo ranked #1 among visitors, potential visitors, and local residents. Its scores in isolation and on merchandise were not as high.
- The subtle colors in the written part of this logo seemed to keep it from scoring higher.

# Conclusions & Recommendations



- The more vertical version of the existing logo ranked fourth overall. It represents a clear improvement over the existing script logo.
- Words individuals used to describe this logo were elegant, upscale, classy, and sophisticated

# Conclusions & Recommendations



- While this logo scored near the bottom overall, it scored well when shown in white on an advertisement.
- Perhaps the subtle colors, although reflective of the color palette of the area, did not translate well.

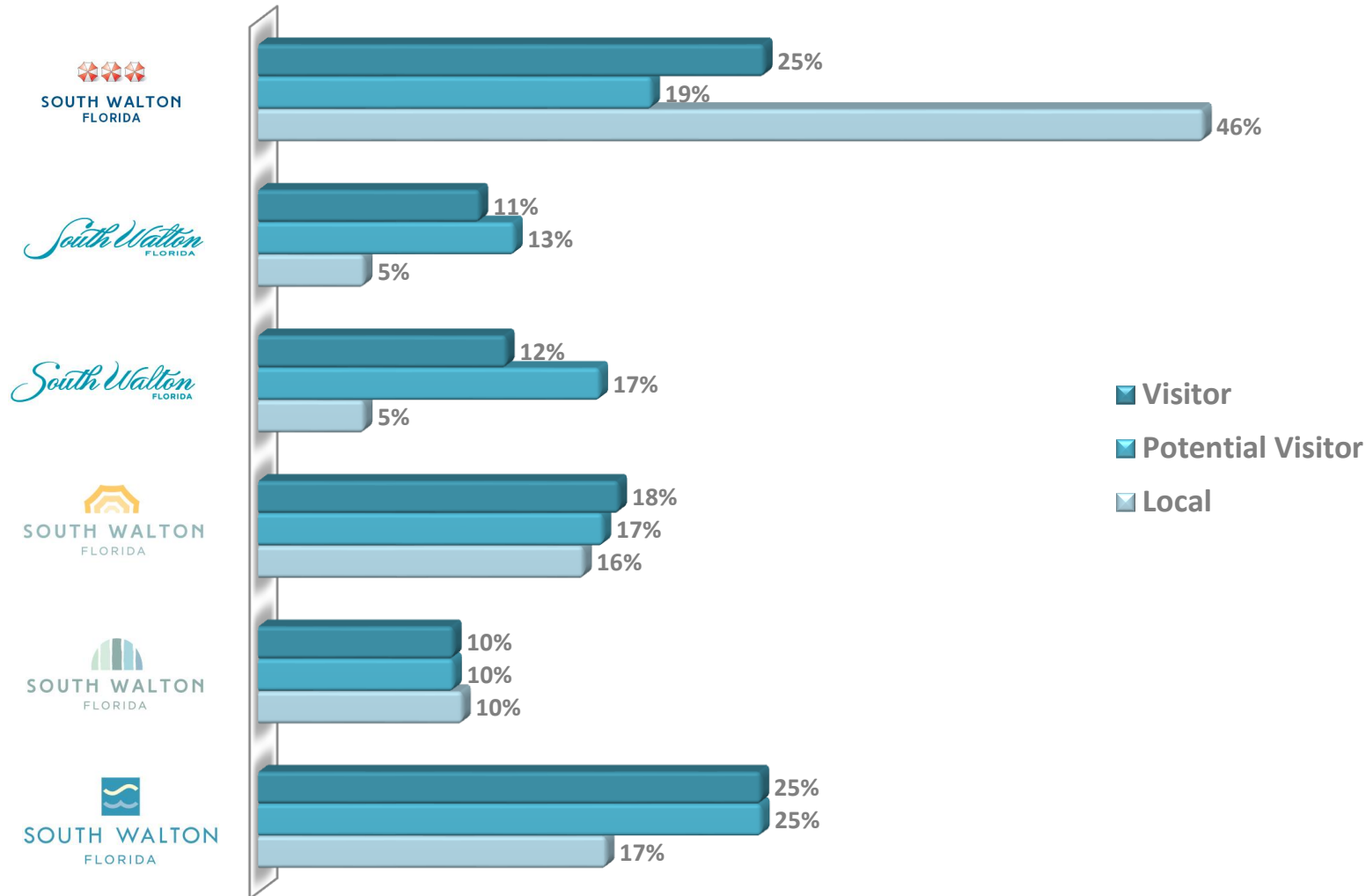
# Conclusions & Recommendations



- This logo scored at the bottom of the list, even though individuals used words such as elegant, classy, upscale, and sophisticated to describe it.
- This logo scored at the bottom in terms of legibility, and the font scored at the bottom of the four fonts that were tested in isolation.

# Findings

# Participants' Initial Reactions: Preferred Logo<sup>1</sup>



The 1<sup>st</sup> question asked participants to select the logo they liked best. Further testing was done, then participants were asked in the last question to pick their preferred logo.

# To what extent does the logo attract your attention?

|                   |  |  |  |  |  |  |
|-------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Visitor           | 8.3                                                                               | 7.7                                                                               | 7.3                                                                                | 7.6                                                                                 | 7.5                                                                                 | 8.0                                                                                 |
| Potential Visitor | 8.5                                                                               | 8.2                                                                               | 8.6                                                                                | 8.1                                                                                 | 7.9                                                                                 | 8.3                                                                                 |

\*Rated on a scale of 1 to 10 where 1 is Does not attract my attention and 10 is Definitely attracts my attention.

# Is the logo easy or hard to read?\*



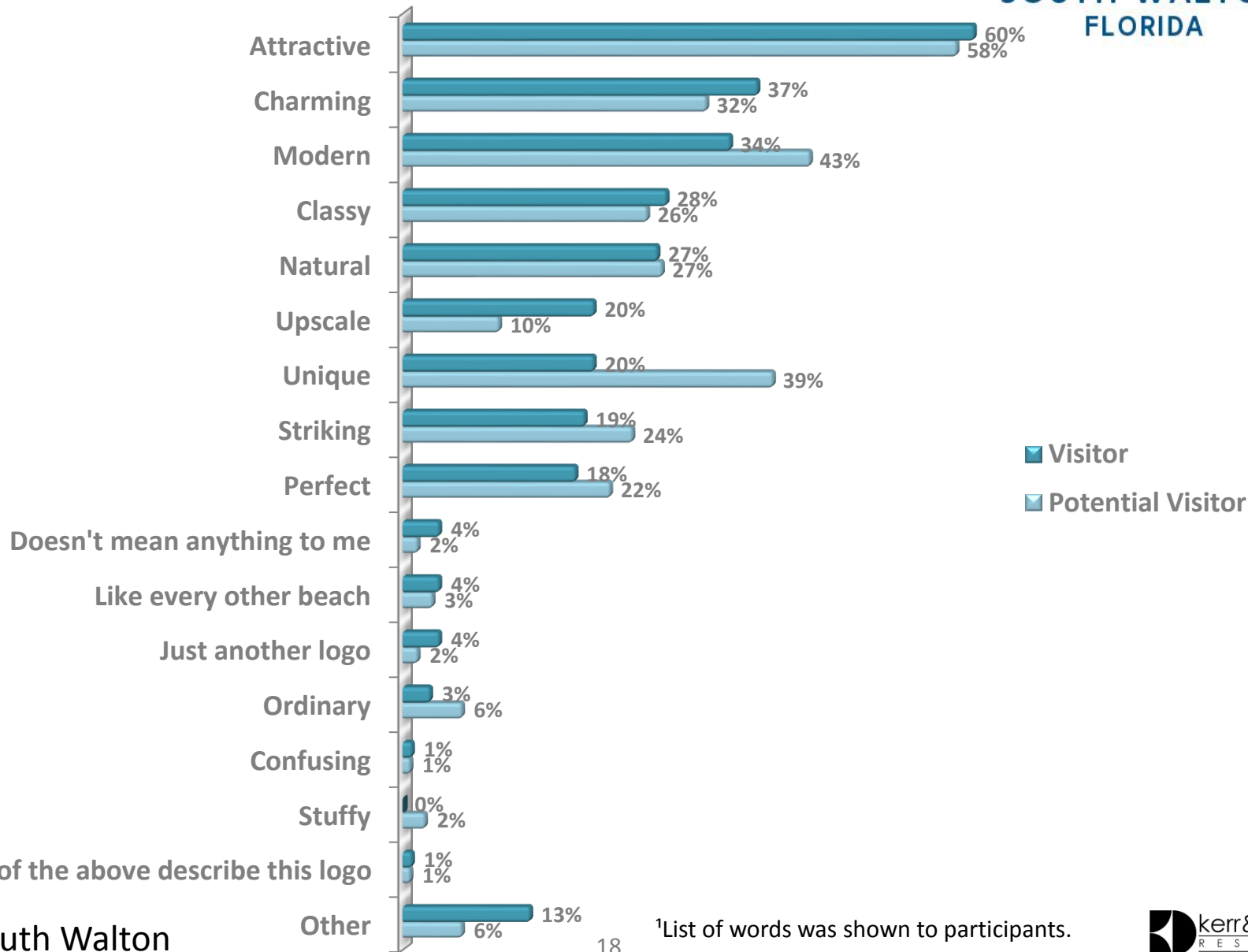
|                   |     |     |     |     |     |     |
|-------------------|-----|-----|-----|-----|-----|-----|
| Visitor           | 9.6 | 8.9 | 8.9 | 8.3 | 9.1 | 9.2 |
| Potential Visitor | 9.7 | 8.8 | 9.1 | 9.3 | 9.1 | 9.3 |

\*Rated on a scale of 1 to 10 where 1 is Hard to read and 10 is Easy to read.



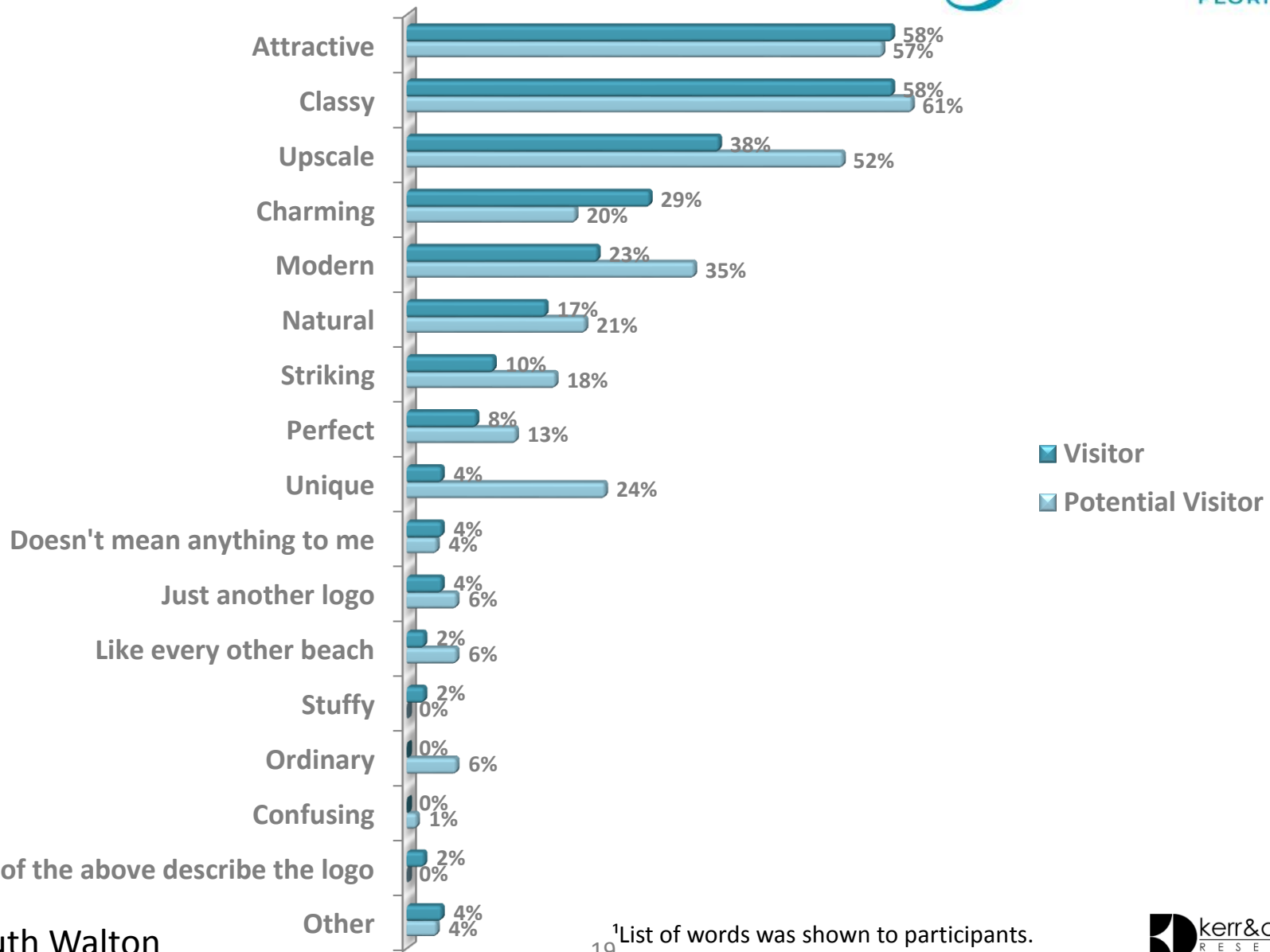
**SOUTH WALTON  
FLORIDA**

# Words that describe this logo<sup>1</sup>

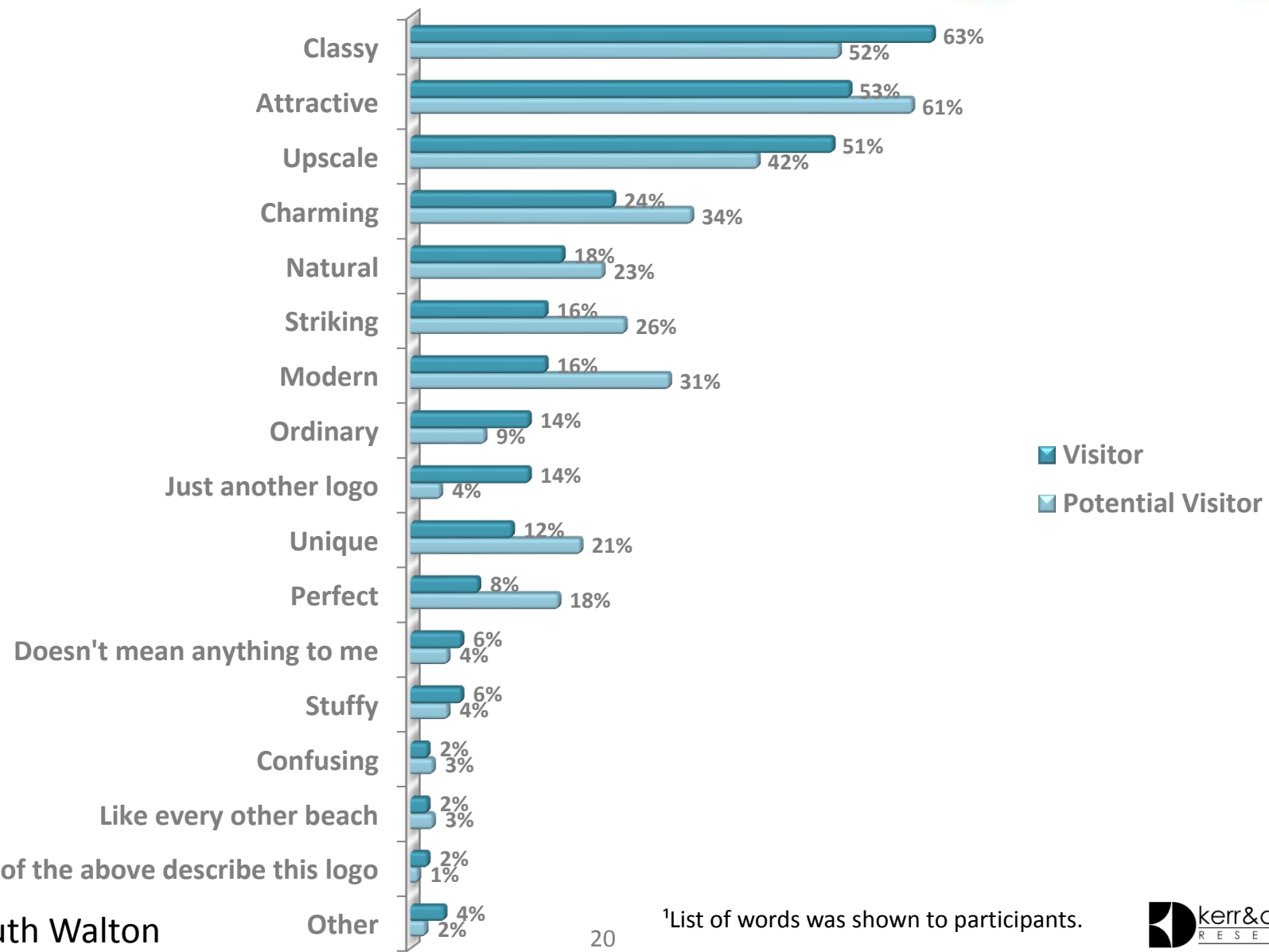


<sup>1</sup>List of words was shown to participants.

# Words that describe this logo<sup>1</sup>

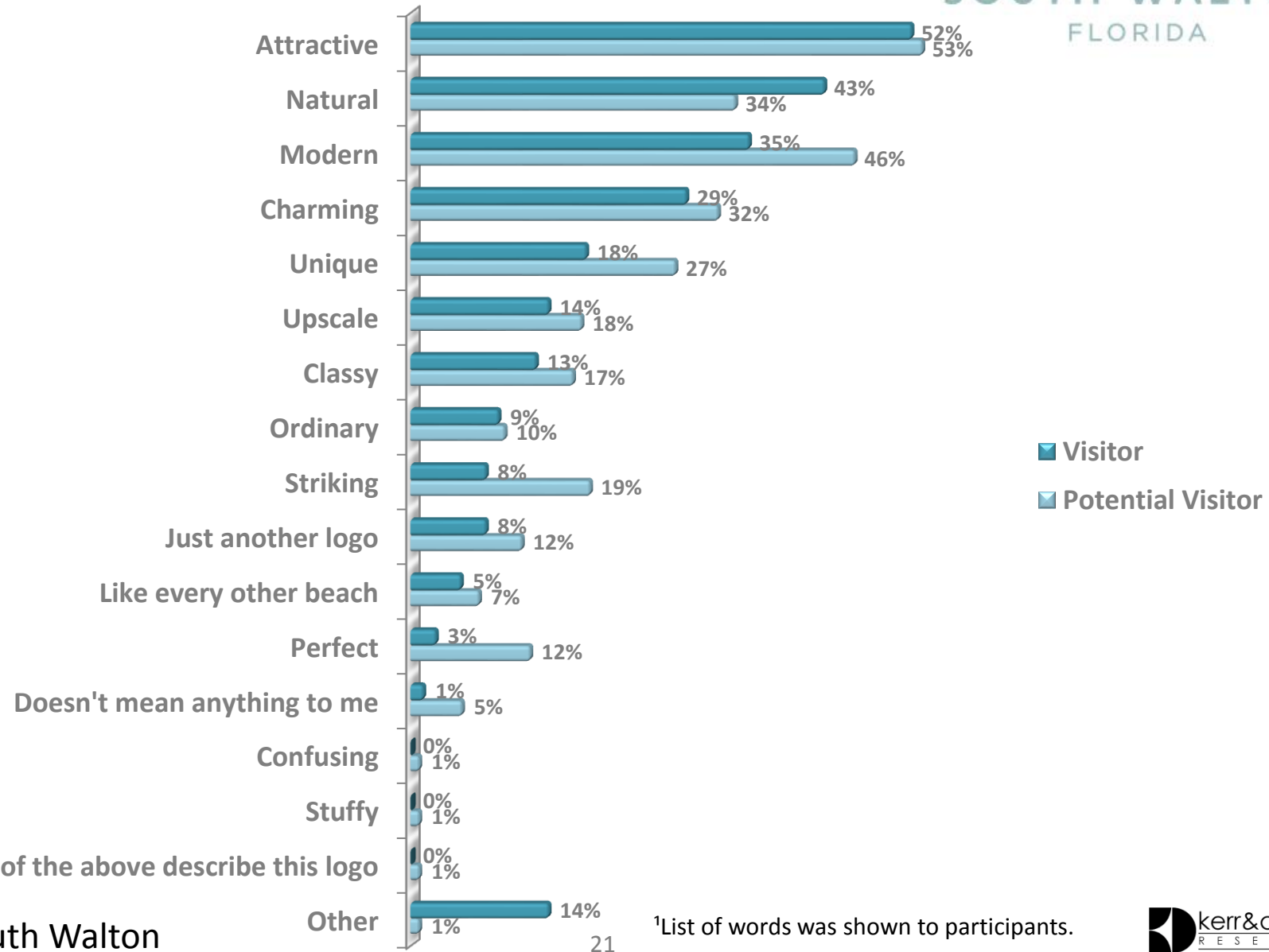


# Words that describe this logo<sup>1</sup>



<sup>1</sup>List of words was shown to participants.

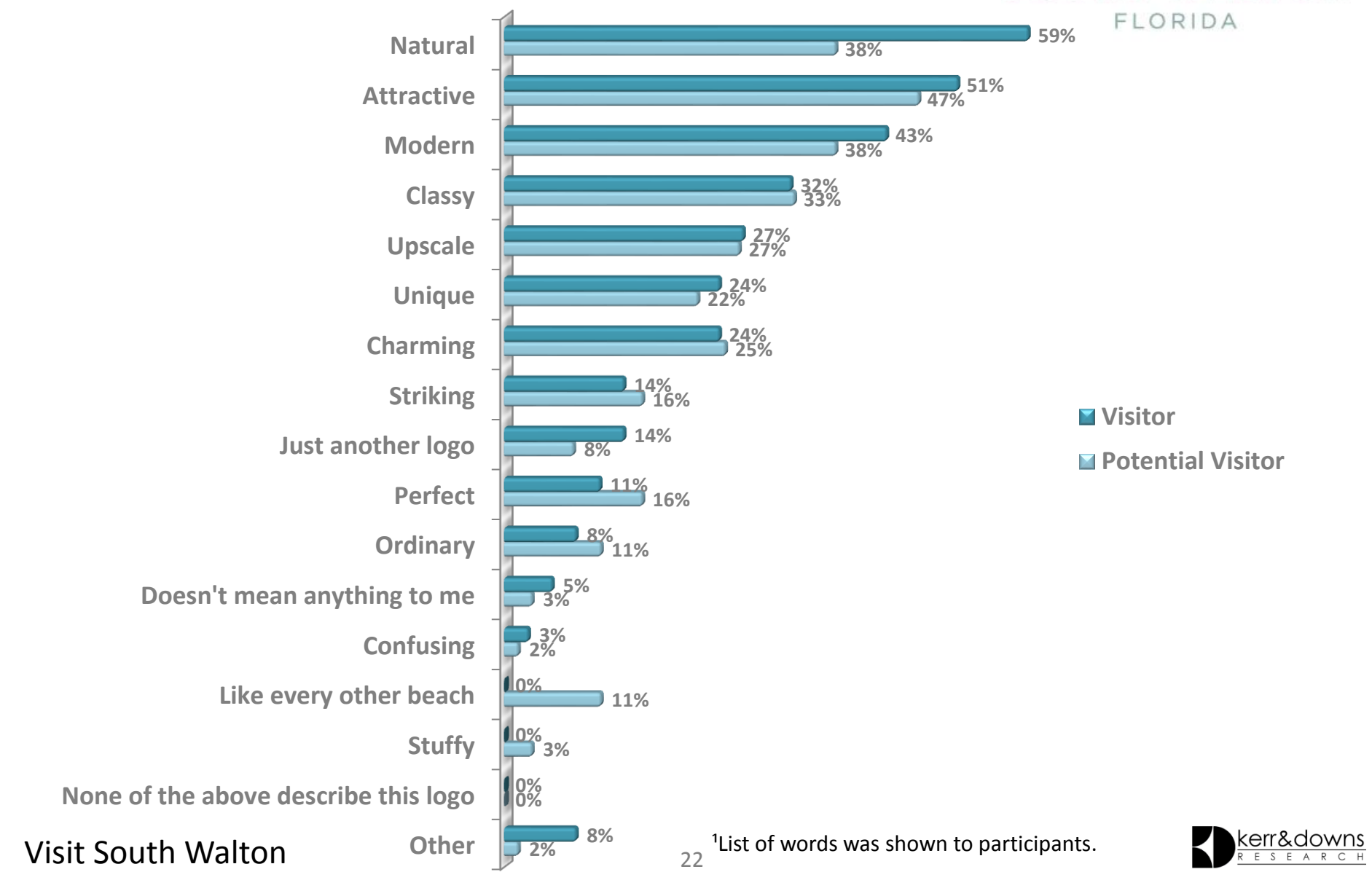
# Words that describe this logo<sup>1</sup>



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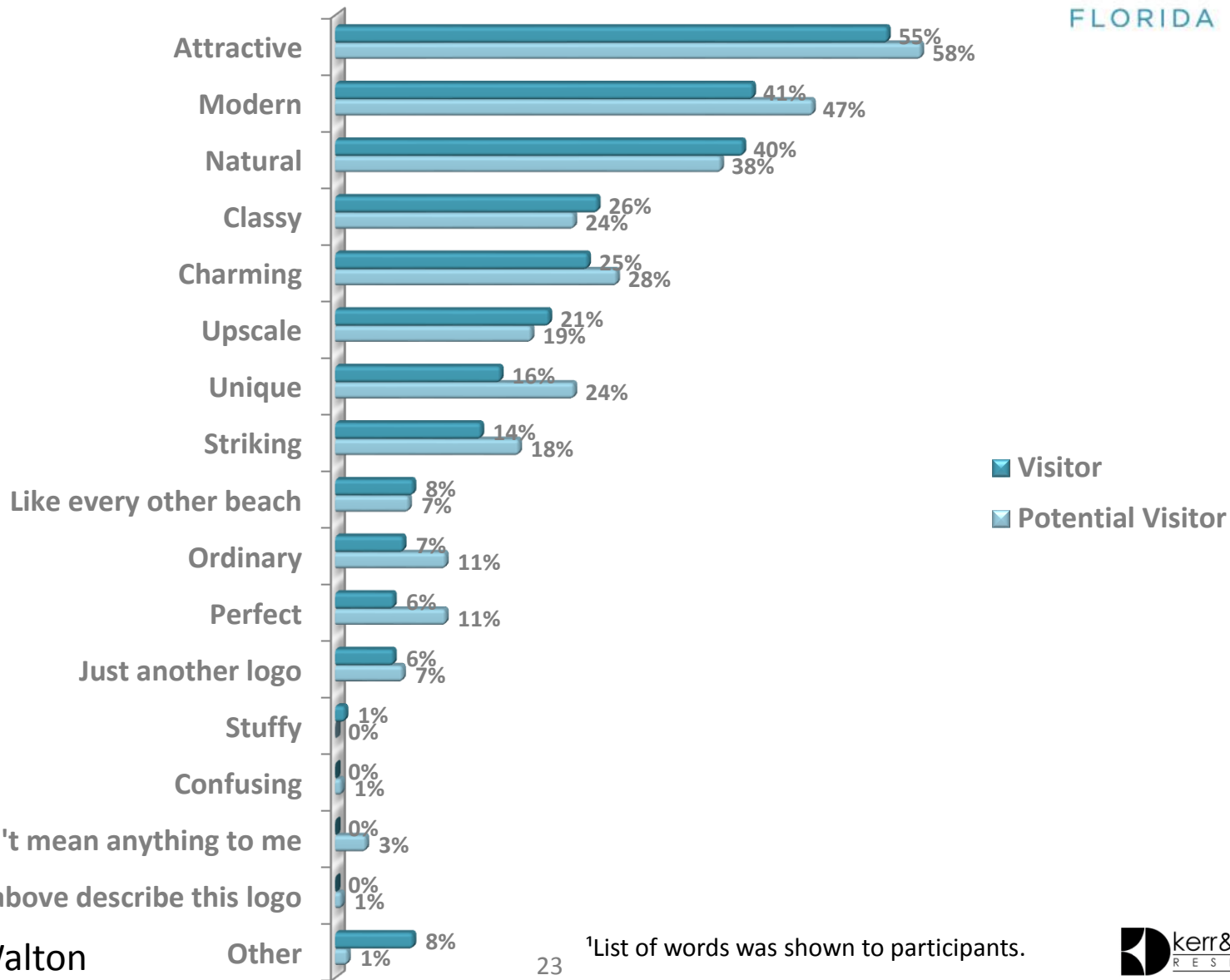
<sup>1</sup>List of words was shown to participants.

# Words that describe this logo<sup>1</sup>



<sup>1</sup>List of words was shown to participants.

# Words that describe this logo<sup>1</sup>



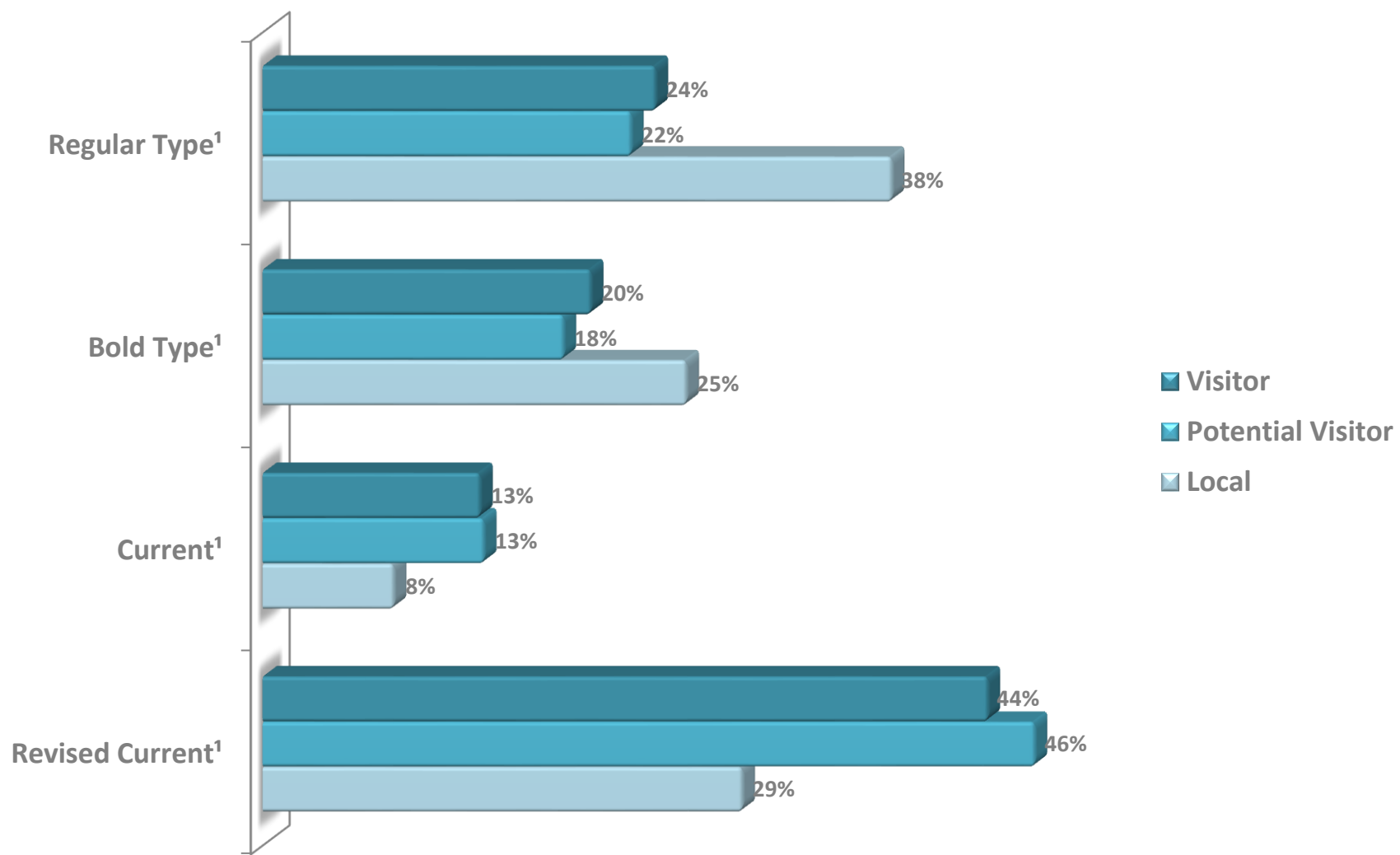
Visit South Walton

<sup>1</sup>List of words was shown to participants.

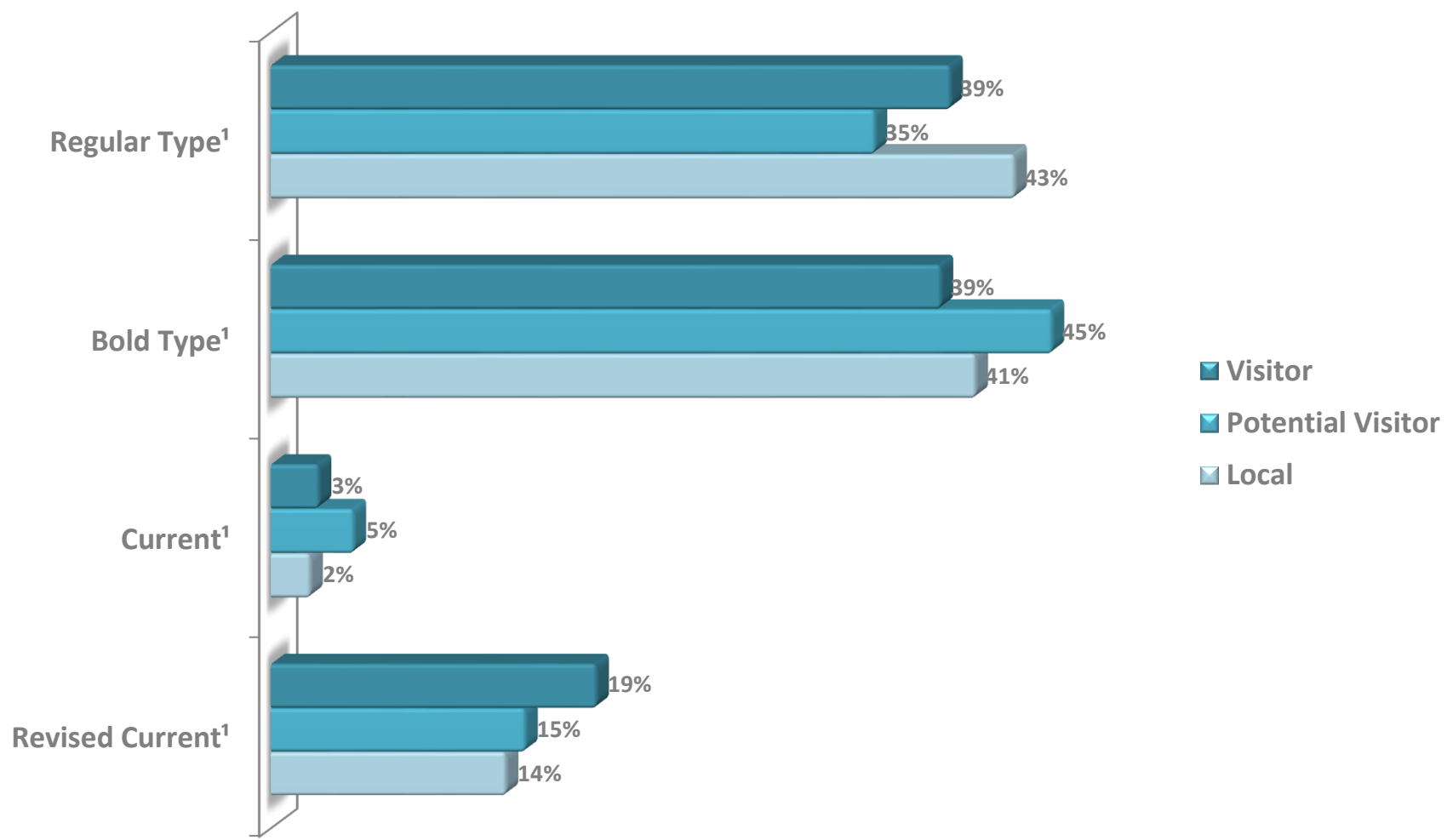
# Isolated fonts tested in the study



# Select the font that best captures the essence of South Walton

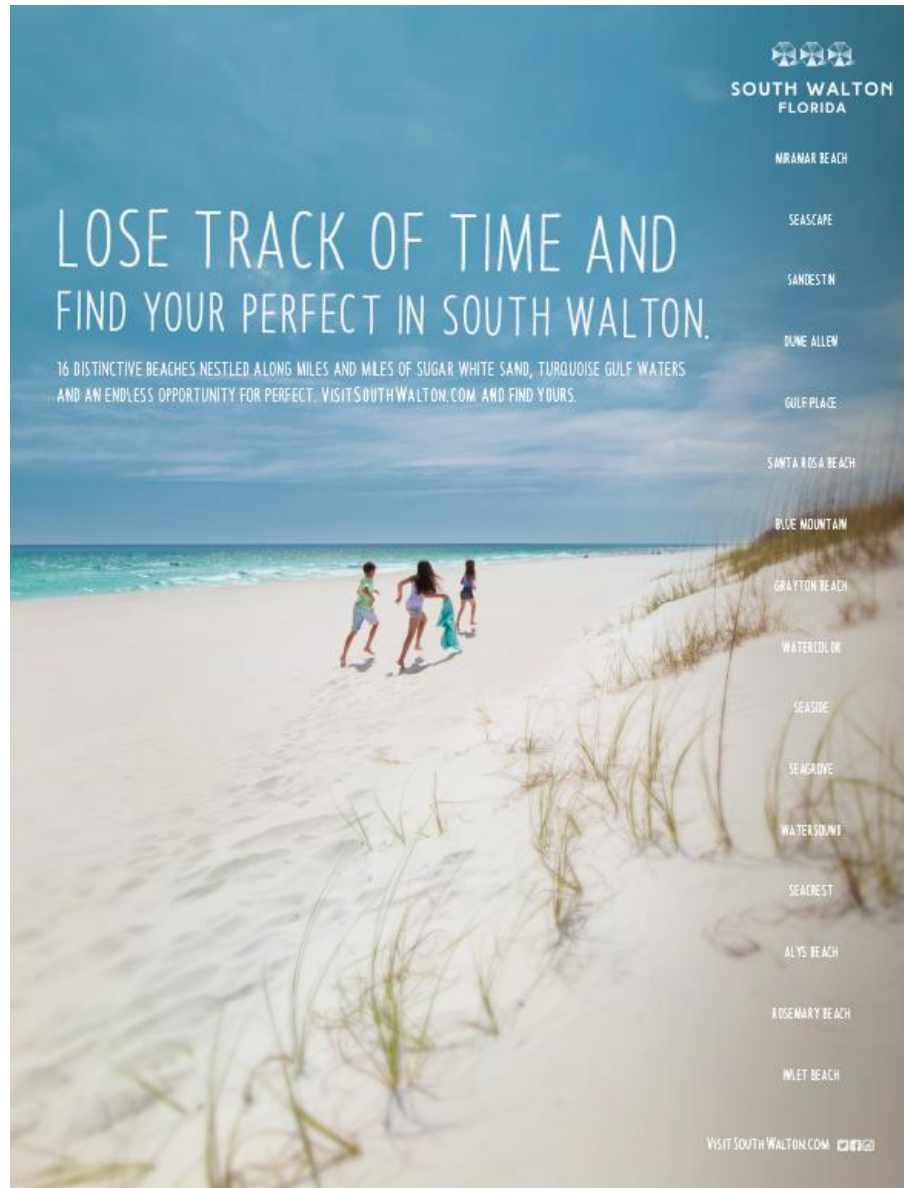


# Font that would be easiest to read on a hat, shirt, or coffee mug



<sup>1</sup>See slide 15 for view of fonts.

# Logos tested in an ad<sup>1</sup>



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<sup>1</sup>Each of the logos on the following page was tested in the ad shown on this page.

# Logos tested in an ad



# Logo as it is shown in the ad reinforces the image of South Walton



|                   |     |     |     |     |     |     |
|-------------------|-----|-----|-----|-----|-----|-----|
| Visitor           | 7.3 | 7.4 | 7.6 | 8.0 | 7.7 | 8.0 |
| Potential Visitor | 7.7 | 7.4 | 7.9 | 8.2 | 7.9 | 8.1 |
| Local             | 7.0 | 7.1 | 7.7 | 7.7 | 6.5 | 7.7 |

\*Rated on a scale of 1 to 10 where 1 is Does not reinforce the image and 10 is Definitely reinforces the image.

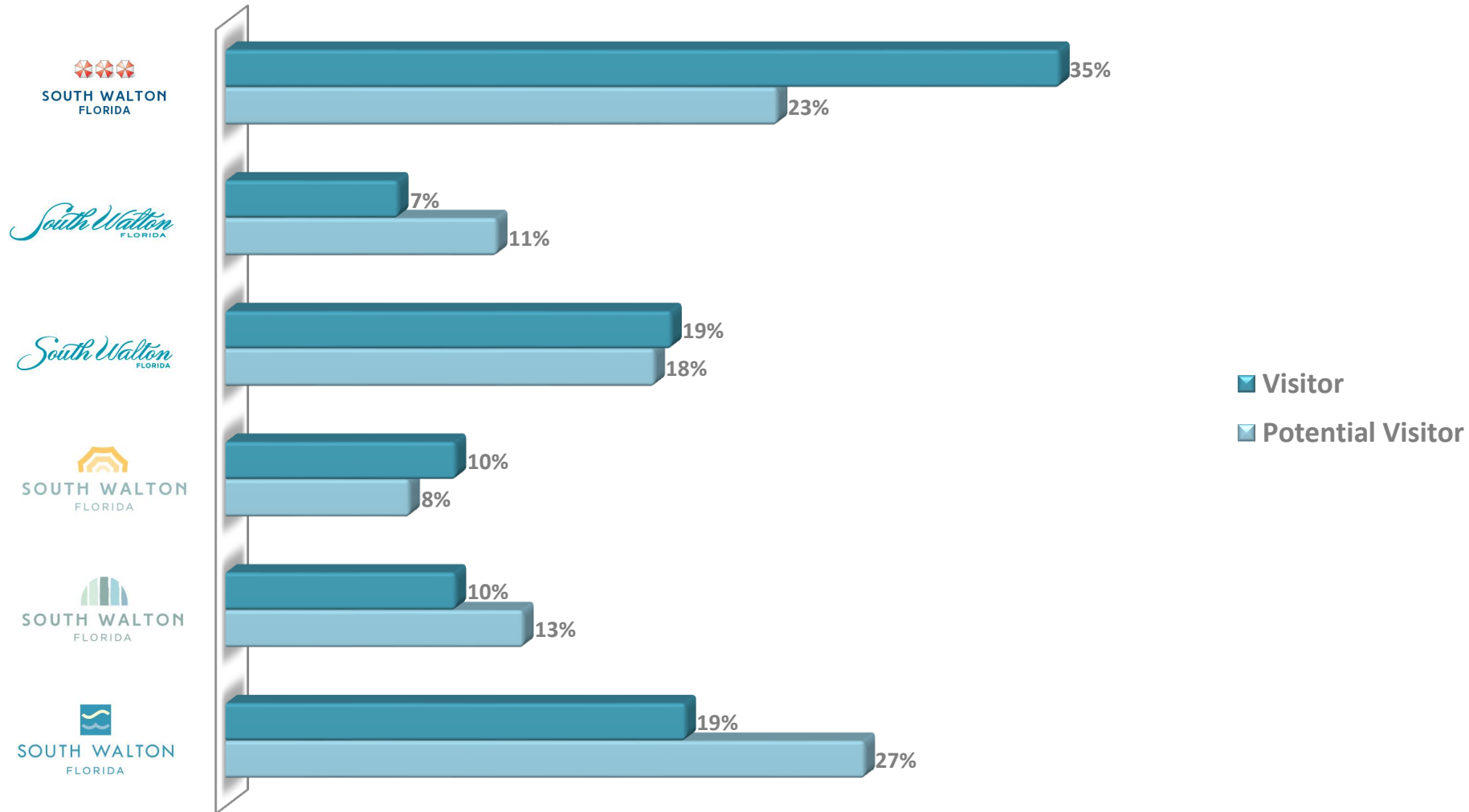
# Logo as it is shown in the ad is easy/hard to read



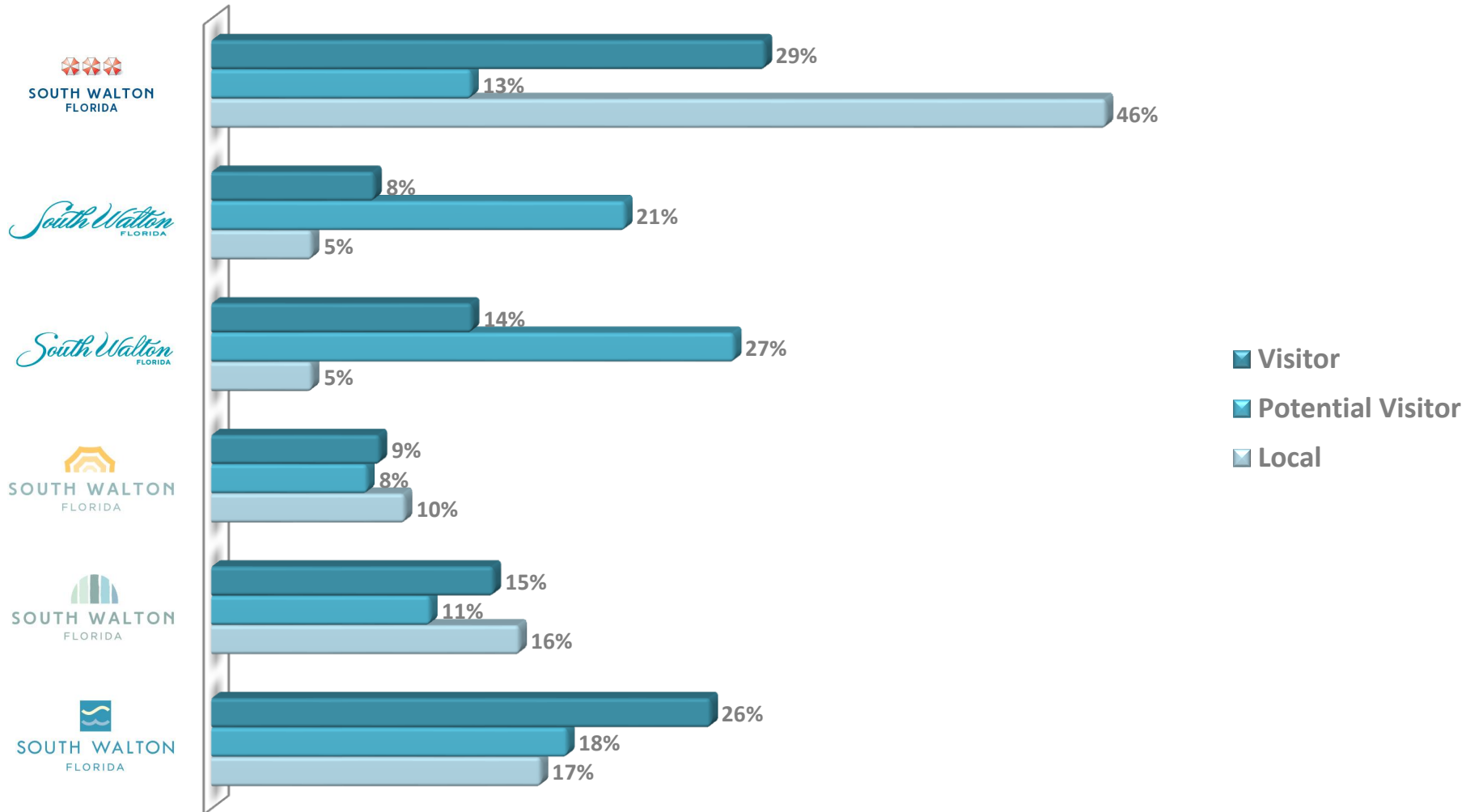
| Visitor           | 7.0 | 6.5 | 7.2 | 8.0 | 8.0 | 8.0 |
|-------------------|-----|-----|-----|-----|-----|-----|
| Potential Visitor | 7.3 | 6.2 | 7.4 | 8.5 | 8.1 | 8.5 |
| Local             | 6.6 | 5.4 | 7.0 | 8.6 | 8.2 | 8.1 |

\*Rated on a scale of 1 to 10 where 1 is Hard to read and 10 is Easy to read.

# Logo you would prefer to have on your hat, shirt, or beach bag

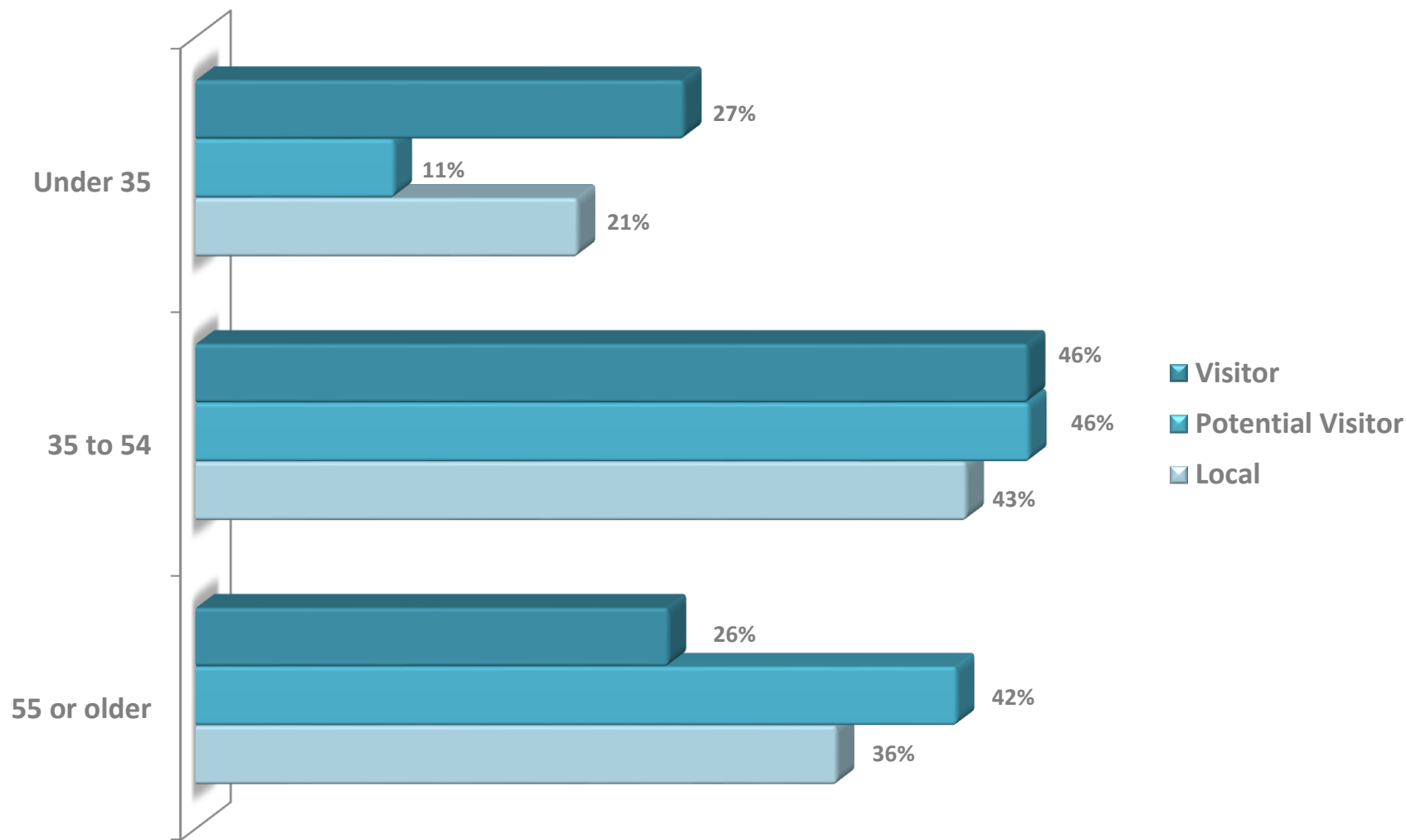


# Logo that best represents South Walton<sup>1</sup>

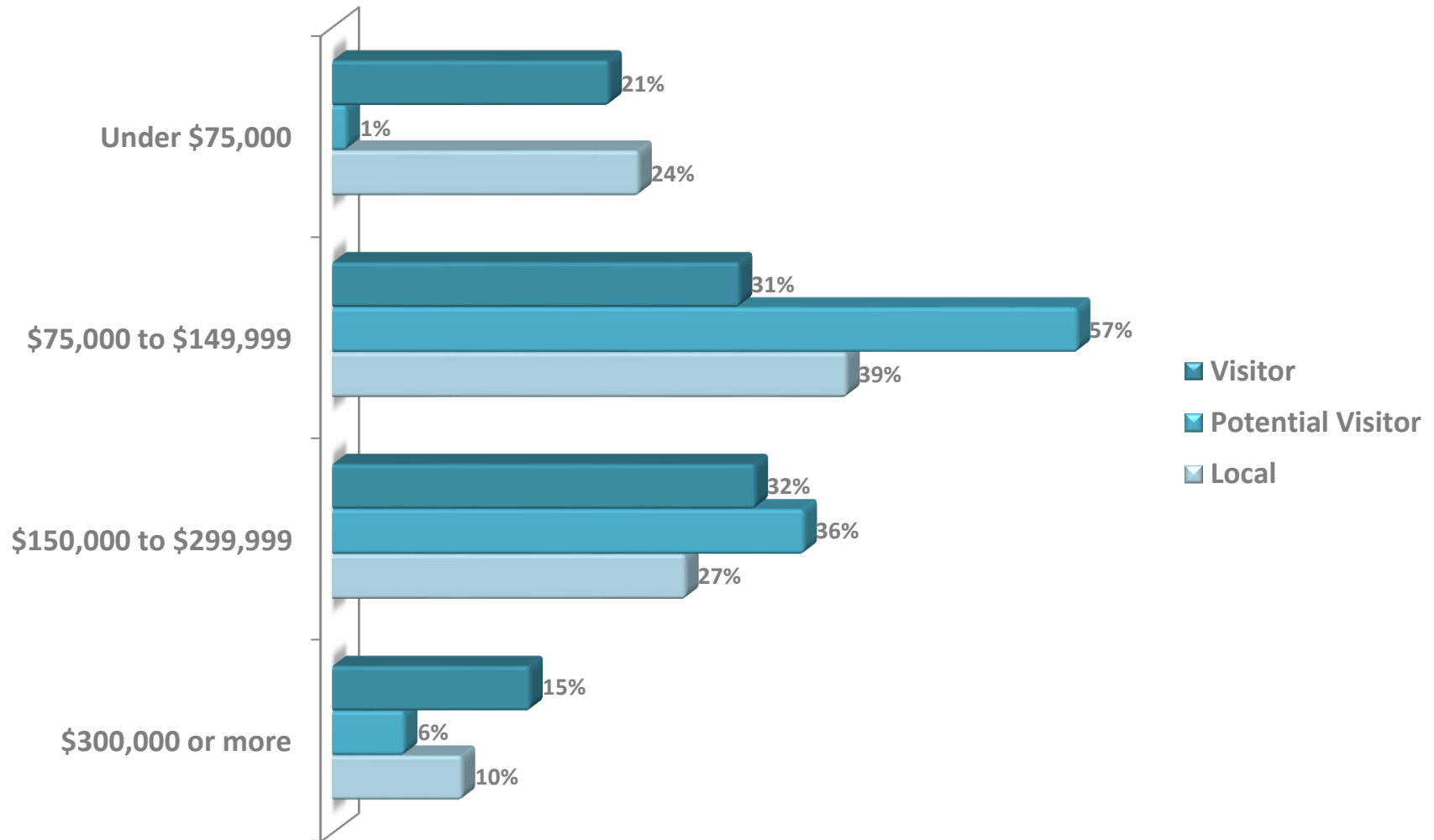


<sup>1</sup>Potential visitors who had not been to South Walton were asked which logo best represents an upscale beach vacation destination.

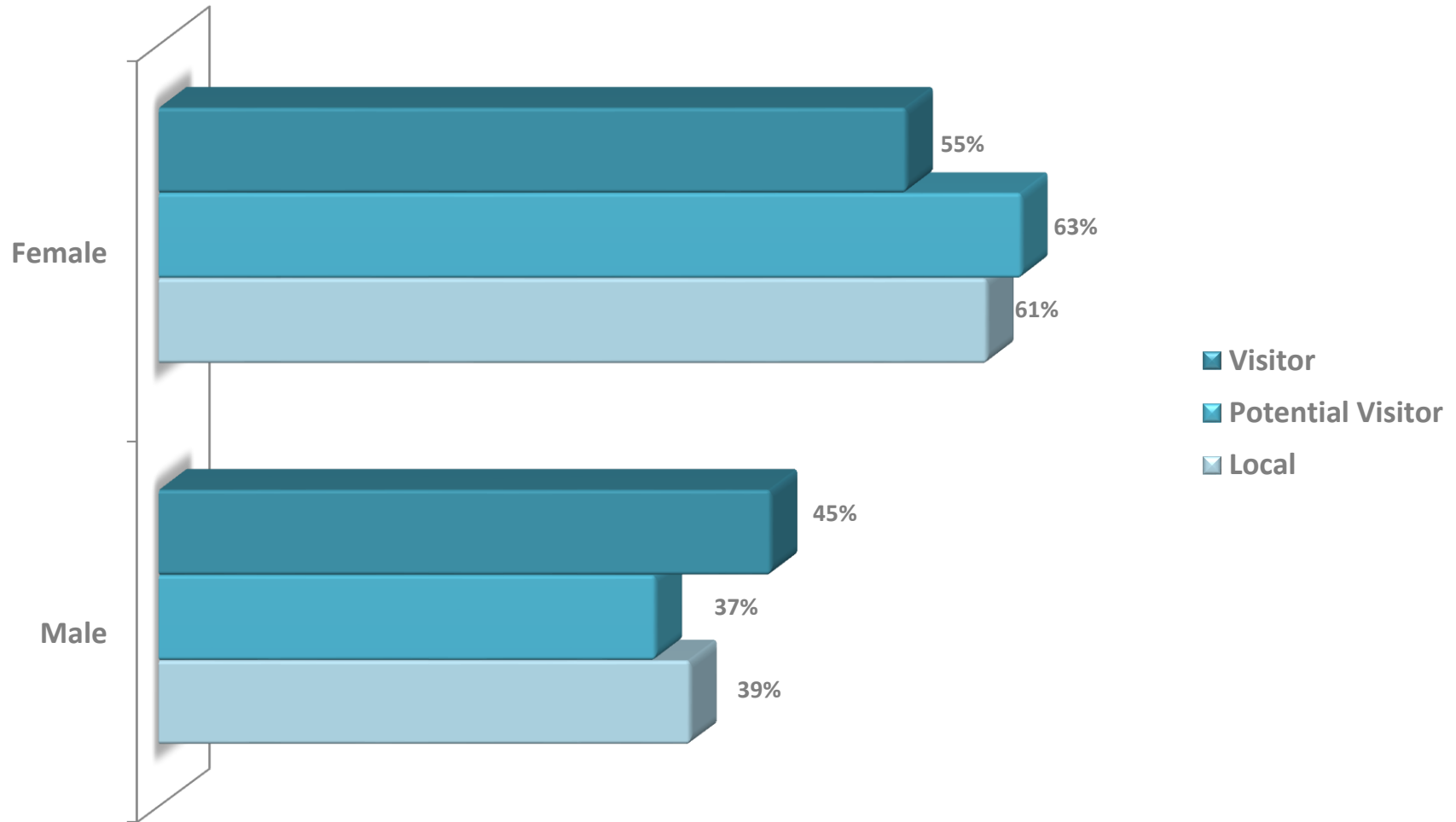
# Age of participants



# Household income of participants in 2013



# Gender of participants\*



\*Women outnumber men because women are more likely to make vacation decisions.

# Origin of Visitors & Potential Visitors

- Atlanta
- Dallas-Ft. Worth
- Nashville
- Birmingham
- Houston
- New Orleans
- Memphis
- St. Louis
- Jackson
- Louisville
- Tallahassee
- Montgomery
- Baton Rouge
- Chattanooga
- Huntsville
- Chicago
- Cincinnati
- Knoxville
- Washington DC/Baltimore
- New York